

THE YOUNG ENTREPRENEUR

Programme Outline



WHY?

The world needs Thinkers,
Creators, Leaders and
Innovators.

Learn the skills to become an
Entrepreneur and bring your
ideas to the world!

DREAM IT BUILD IT OWN IT

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Do you have an idea that could add to the world—or just your corner of it? The Young Entrepreneur is where your ideas come to life.

This isn't just another class; it's a chance to create something real, something yours. Over 8 weeks, you'll explore how to turn your passions into a business, step by step.

With interactive sessions, creative challenges, and real-world skills; You'll use for Life!

This is your time to take charge, to innovate, and to make your mark.

Are you ready to bring your vision to life? Let's get started.

THE COURSE

Online Lessons, 1. 1 or in a small group

9 weeks

1.5 hours per week teaching and Learning

2 hours recommended personal project work

A truly project based course that teaches the fun parts of business creation. You will leave with a product or service you can launch, sell and lead.

YOUR IDEA YOUR PRODUCT YOUR SUCCESS



In today's rapidly changing world, the ability to **think creatively, innovate,** and **take initiative** is more important **than ever.**

Young people who **develop entrepreneurial skills** gain more than just the tools to start a business—they cultivate **confidence, problem-solving abilities, and a mindset that embraces challenges as opportunities.**

SYLLABUS

01.

SPARK YOUR IDEA

Solidify your business idea.

Intro to Entrepreneurship

Your idea -how it will
benefit the world

Your passions and mission
- creating a 'Passion Map'

MARKET RESEARCH

Who is your ideal customer

What are they looking for?

Market Trends, Competition

Surveys and Research

02.

BUSINESS BLUEPRINT

Business Plan and

Canvassing your ideas

Interactive and clear
planning

03.

YOUR SPARK YOUR STRATEGY YOUR IMPACT

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The future of work is unpredictable, with traditional career paths evolving and new industries emerging.

Entrepreneurs drive this change, creating solutions for real-world problems and shaping the world around them. By learning to think like entrepreneurs, young people prepare themselves not only to succeed in this dynamic landscape but also to **make a meaningful impact.**

They become **leaders, innovators, and change-makers in their communities and beyond,** equipped to **thrive** in a world that rewards creativity, adaptability, and resilience.



SYLLABUS

04.

SUSTAINABLE and REGENERATIVE

B-Corp Principles

Sustainable business policies
and procurement

BUDGET -MONEY MATTERS

Create a mini budget

The 'Why' and 'How to' of
budgetting

Sustainable money
management

Forecasting -creating a
business budget plan

05.

DESIGN YOUR BRAND

Creating your brand

Identify

colours, logos, slogans

Brand Archetypes - what's
yours?

06.

YOUR INTELLIGENCE YOUR HUSTLE YOUR MARK

Build Real-World Skills: Learn practical skills like problem-solving, budgeting, marketing, and pitching that prepare you for life beyond school.

Boost Confidence: Gain the self-belief to turn your ideas into action and take charge of your future.

Think Creatively: Develop innovative thinking to approach challenges with fresh perspectives and unique solutions.

Discover Your Potential: Explore your passions and transform them into real opportunities to make an impact.

Create Something Real: Leave the course with a tangible business idea, a roadmap for success, and the tools to make it happen.

SYLLABUS

07.

MARKET LIKE A PRO

Advertising and promotion strategies

Create your Elevator Pitch
Marketing Plan

Identify your Marketing tools
Create Content and website

LAUNCH WEEK

Public Speaking and
Presentations

Pitch your business

Create content and promote

08/9

CELEBRATION WEEK

Reflection on Learning

Showcase your content

Film your feedback and
learning

Plan for next steps ...

10.

CONTACT US



Tirzah Elese

tirzah@exelacademy.ai

+34 698920720